

Message Text

UNCLASSIFIED

PAGE 01 BONN 09346 01 OF 02 221755Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 TRSE-00 SIG-03

/028 W

-----079838 221815Z /53

R 221735Z MAY 78
FM AMEMBASSY BONN
TO SECSTATE WASHDC 8751
USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMCONSUL MUNICH
AMEMBASSY OSLO
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM
AMCONSUL STUTTGART
AMEMBASSY VIENNA

UNCLAS SECTION 01 OF 02 BONN 09346

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: NEW TAILORED EXPORT MARKETING PLANS SERVYICE
(TEMPS)

REF: (A) STATE 091897, (B) BONN 07574

SUMMARY

1. EMBASSY OFFERS CONSOLIDATED MISSION COMMENT ON
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REF (A) TEMPS PROPOSALS DRAWING UPON INPUTS MADE BY
CONSULATES.

(A) TAILORED USG EXPORT MARKETING ASSISTANCE WILL BE
IMPORTANT TO TWO KINDS OF US FIRMS: THE MEDIUM SIZED
OR THOSE OFFERING HIGH TECHNOLOGY GOODS OR SERVICES;
(B) ATTENTION TO TEMPS MUST NOT BE AT EXPENSE OF

EXISTING USG EXPORT PROMOTION SERVICES;
(C) MORE PRECISE FORMULATION OF POST'S ROLE IS
REQUIRED (ONE MAN-DAY FOR ACCURATE COMPLETION OF
POST'S TEMPS WORK IS UNREALISTICALLY LOW).
(D) TEMPS EFFORT SHOULD BE INTEGRAL PART OF BROADER
USG INTERAGENCY EFFORT TO DEFINE AND FLESH OUT US
NATIONAL EXPORT POLICY E.G. BY DETAILING WASHINGTON -
BASED FSOS TO SELECTED TEMPS PARTICIPATING FIRMS.

ACTION REQUESTED: PLEASE SEND US INTERIM UPDATE ON
TEMPS INCLUDING MORE DETAILED DESCRIPTION OF OPERATING

PROCEDURES.
END SUMMARY

2. COMMENT ONE: TEMPS MAY NOT BE FOR EVERY SIZE AND
KIND OF U.S. FIRM. FIRMS WHICH ARE VERY SMALL WILL
HAVE ALMOST INSURMOUNTABLE DIFFICULTIES, FOR EXAMPLE,
IN FINDING SATISFACTORY A GERMAN AGENT/DISTRIBUTOR
OR OTHERWISE GETTING FOOTHOLD IN GERMAN MARKET NO
MATTER WHAT USG SERVICES ARE AVAILABLE. SOME WEIGHT
SHOULD, THEREFORE, BE GIVEN TO SIZE OF US FIRM WHEN
USDOC IS TRYING TO SIGN UP PARTICIPANTS. IT IS NOT
EASY TO PICK ANY ONE CRITERION FOR SIZE BUT FOR
MANUFACTURERS AT LEAST, THE MEMBER OF EMPLOYEES IS
RELEVANT. MAJOR EXCEPTIONS MIGHT BE MADE FOR FIRMS
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ENGAGED IN "TARGET INDUSTRIES" OR HIGH TECHNOLOGY
FIELDS.

3. COMMENT TWO: LET US NOT BECOME SO DEDICATED TO
TEMPS AS TO DOWNGRADE EXISTING BUT WIDELY UNDERUSED
TRADE OPPORTUNITY REPORTING PROGRAM AND AGENT

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DISTRIBUTION SERVICES OR BEST PROSPECTS AND OTHER CERP REPORTS AND CONTRACT MARKET RESEARCH STUDIES. IT MIGHT BE PRUDENT, FOR INSTANCE, FIRST TO OFFER TO A TEMPS CANDIDATE ONE YEAR'S FREE OR REDUCED-COST ACCESS TO THE TRADE OPPORTUNITIES PROGRAM OR A FREE ADS SEARCH. ONLY AFTER THESE AND OTHER EXISTING USG EXPORT PROMO UNCLASSIFIED

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TION TOOLS FAILED TO PRODUCE RESULTS MIGHT POSTS THEN BE ASKED TO DO THE DETAILED AND SPECIFIC TEMP RESEARCH INTO SALEABILITY AND DEMAND FOR THE GIVEN US COMPANY'S PRODUCT.

4. COMMENT THREE: WE FEEL NEED FOR MORE REFLECTION ON EXTENT POST SHOULD BECOME INVOLVED IN DEVELOPING MARKETING STRATEGY FOR TEMPS FIRMS. SHOULD POST, FOR EXAMPLE, IDENTIFY KEY BUYERS AND PROVIDE NAMES IN FORM OF MARKET BRIEF TO USDOC? HOW SPECIFIC SHOULD POSTS BE IN RECOMMENDATIONS ON DISTRIBUTION, PROMOTION AND ADVERTISING? IN GERMANY POSTS WILL REQUIRE A DETAILED DESCRIPTION OF PRODUCT, SLAES LITERATURE, PRICES ETC.

-- IN VOLUME AND DETAIL US FIRMS ARE OFTEN RELUCTANT

TO SUPPLY. IN ORDER TO CARRY OUT ACCURATE USEFUL MARKET SURVEY, THEREFORE, QUALITY AND QUANTITY OF POST'S INPUT WILL CERTAINLY BE GREATER THAN ASSUMED BY REF (A). WASHINGTON'S ESTIMATE OF ONE MAN-DAY PER TEMPS ACTION (INCLUDING MAN-HOURS SPENT BY FSLS, SUPERVISORS, TYPISTS AND COMMUNICATORS) IS TOO LOW. THREE MAN-DAYS PER SEARCH APPEARS MORE REALISTIC IN CASE OF GERMANY.

5. COMMENT FOUR: WE CALL ATTENTION TO OUR SUGGESTION MADE IN REF (B), PARA 13, "INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY". THERE WE MADE CONCRETE PROPOSALS ON DETAILED FSO AND OTHER USG EXPORT SPECIALISTS ON BRIEF ASSIGNMENTS TO INDIVIDUAL US FIRMS TO GIVE TAILORED COUNSEL ON EXPANDING EXPORTS. IN ADDITION TO DIRECT BENEFITS TO US EXPORTERS, SUCH FSO "EXTENSION WORK" COULD HEIGHTEN GENERAL US PUBLIC AWARENESS OF AVAILABLE USG EXPORT SERVICES.

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Disposition Remarks:
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Review Release Date: N/A
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Review Transfer Date:
Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: NEW TAILORED EXPORT MARKETING PLANS SERVYICE (TEMPS)
TAGS: BEXP, GE
To: STATE USBERLIN
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